

(A-42)

SEAT No. _____

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SARDAR PATEL UNIVERSITY
BBA (ITM) (SEMESTER - I) (NC) 04 YEARS (CBCS) EXAMINATION
COMMUNICATION SKILLS FOR MANAGEMENT – I
UM01FBB105

Date: 07 November, 2017, Tuesday

Time: 2:00 P. M. to 4:00 P. M.

Total Marks: 60

NOTE: Figures to the right indicate full marks.

Q-1 Answer the following: [15]

- [1] Describe Mammie's futile attempts to send money 'home'.
- [2] What happens when Kitikpa or smallpox hits the market town?
- [3] Describe Malic's first encounter with Ibra at the Trade Union Council office.

OR

Q-1 Answer the following: [15]

- [1] How does Zeinat's attempt to hand over a letter personally to the President fail?
- [2] Describe how the woman writer in Sarah Joseph's story feels smothered and crushed at home.
- [3] Explain Jose Montiel's attitude to the cage.

Q-2 [A] Fill in the blanks with appropriate forms of verbs given in brackets. [05]

- [1] Mahesh _____ Football every day. [Play]
- [2] _____ you _____ a scooter yesterday? [Buy]
- [3] Priya _____ television when the phone rang. [Watch]
- [4] Meghna _____ just _____ her lunch. [Finish]
- [5] Mayuri _____ a new house next month. [Build]

Q-2 [B] Rewrite the following sentences with appropriate Modal Auxiliaries given in brackets. [05]

- [1] _____ God bless you! [May, Must, Can]
- [2] Students _____ obey their teachers. [Shall, Should, Might]
- [3] Pritesh _____ easily lift this box. [Can, Must, Ought to]
- [4] How _____ you touch my mobile? [Should, Will, Dare]
- [5] _____ you like a cup of coffee? [Would, Might, Need to]

Q-2 [C] Write a Paragraph on: Social Networking Sites [05]

(P.T.O.)

Page 1 of 4

OR

Q-2 [A] Rewrite the sentences with right forms of the verbs given in the brackets. [05]

- [1] I _____ a short story now. [Read]
- [2] Manish _____ to Pune tomorrow. [Go]
- [3] Hardik knew all about that film because he _____ it twice. [See]
- [4] _____ you _____ tea every day? [Drink]
- [5] The Children _____ the Museum last Sunday. [Visit]

Q-2 [B] Change the voice. [05]

- [1] Mehul eats an apple everyday.
- [2] Shall I open the door?
- [3] Nityam is singing songs now.
- [4] Roshni has eaten all the biscuits.
- [5] Somebody had stolen my bag.

Q-2 [C] Write a Paragraph on: My First day in College [05]

Q-3 [A] Choose the most suitable Synonym of the underlined word and rewrite the sentences. [05]

[Goal, Exactness, Pleasure, Frank, Approve]

- [1] His accuracy in the work is excellent.
- [2] Every person should have an aim in his life.
- [3] One should be candid while seeing a doctor.
- [4] Everybody wants comfort in life.
- [5] The Prime Minister accepted the invitation of the programme.

Q-3 [B] Fill in the blanks with appropriate Phrasal Verbs given within the brackets making necessary changes. [05]

[Bark out, Average out, Blackouts, Break down, Buzz off]

- [1] In the end the highs and lows of life tend to _____.
- [2] The officers expect you to act the moment they _____ the orders.
- [3] When Manish told Priya the news, she _____.

- [4] Alpesh suffers from _____ and isn't allowed to drive.
[5] I have got some stuff to do at home so I am going to _____ now.

Q-3 [C] Rewrite the following sentences selecting the correct Antonym from the brackets.

[05]

[Dull, Rough, Easy, Lethargic, Temporary]

- [1] Kiran is a permanent employee of the company.
[2] It is difficult for Yuvraj Singh to score a century every time.
[3] Aanal Desai is an energetic person.
[4] You should be gentle in your behaviour with women.
[5] Vrunda is an intelligent girl of the class.

OR

Q-3 [A] Select the appropriate meanings of the underlined Idioms from the options given and rewrite the sentences.

[05]

- [1] Bhoomi is in deep water and needs your help. That's why she comes here to work.

[A] In great difficulties [B] In great joy
[C] By majority [D] In a good time

- [2] Don't lose patience; things will improve by and by.

[A] lack of importance [B] Gradually
[C] Ordinary person [D] Ambiguous information

- [3] I hope you will come off with flying colours in your exam.

[A] To be looser [B] To be victorious
[C] To Regret [D] None of the above

- [4] The office environment is so congenial that the employees feel perfectly at home there.

[A] to feel comfortable [B] feel uncomfortable
[C] to feel disgusting [D] Uneasiness

- [5] Apeksha is completely at sea with this new system of filing the income-tax returns.

[A] Relax [B] Confused
[C] Easy [D] Annoyed

Q-3 [B] Give one word substitutes of the following and rewrite it with appropriate answer. [05]

[1] One who looks at the dark side of things

[A] Pessimist [B] Optimist [C] Volunteer [D] Omnipotent

[2] One who does not believe in God

[A] Theist [B] Bankrupt [C] Atheist [D] Cannibal

[3] The study of human mind

[A] Botany [B] Zoology [C] Psychology [D] Orology

[4] A Place where dead bodies are kept for identification

[A] Morgue [B] Postmortem [C] Botany [D] Epitaph

[5] A Woman whose husband is dead

[A] Misogynist [B] Widow [C] Elegy [D] Affidavit

Q-3 [C] Make Suffixes by using the correct forms of the words given in brackets. [05]

[1] The Boss accepted her _____. [Resign]

[2] This _____ should reach to everyone's home through our channel. [Cover]

[3] _____ should be compulsory in every college. [Attend]

[4] At the end of the match, India was declared as _____ of the tournament. [Win]

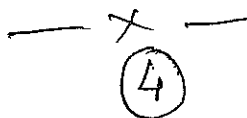
[5] It is _____ that Policemen should serve the country. [Desire]

Q-4 [A] Discuss the importance of Effective communication in Business. [10]

Q-4 [B] Write a note on Concept of Communication. [05]

OR

Q-4 [A] Describe the Process of Communication with a suitable diagram. [15]



All the Best